

2.2

Finding Customers

The tour operators plan a route and choose a bike shop. Now they must figure out what price to charge so they can attract customers and make a profit.

To help set a price, they conduct a survey. They ask 100 people who have taken other bicycle tours which of the following amounts they would pay for the Ocean Bike Tour: \$150, \$200, \$250, \$300, \$350, \$400, \$450, \$500, \$550, or \$600. The results are shown in the table below.



Problem 2.2 Making and Analyzing a Graph

- A. To make a graph of these data, which variable would you put on the x -axis? Which variable would you put on the y -axis? Explain.
- B. Make a coordinate graph of the data on grid paper.
- C. Based on your graph, what price do you think the tour operators should charge? Explain.
- D. 1. The number of people who say they would take the tour depends on the price. How does the number of potential customers change as the price increases?
 2. How is the change in the number of potential customers shown in the table? How is the change shown on the graph?
 3. Describe a way to find the number of potential customers for a price between two prices in the table. For example, how can you predict the number of customers for a price of \$425?

Price Customers Would Pay

Total Price	Number of Customers
\$150	76
\$200	74
\$250	71
\$300	65
\$350	59
\$400	49
\$450	38
\$500	26
\$550	14
\$600	0



Homework starts on page 35.